**Beaumaris Festival Analysis and SWOC**

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**I. Economic Scan  
What economic factors are influencing the organization? Trends, Changes and Concerns:  
Contributed Income– Individual, grants/foundations, corporate  
Earned Income– ticket sales and earned income sources**

The Fesitval is mostly volunteer run, however a festival administrator and the artistic director both have salaried positions. They do rely on grant money, but most of their income is earned through ticket sales and the sale of concessions at the concerts. I contacted festival administration to get a more in-depth look at their financial records, but they were not able to provide me with adequate information.

**II. Demographic Scan  
What is the general audience or make up of the participants?  
How do national trends compare to the organization’s demographic trends?  
What demographic characteristic is of most concern to the organization?  
Any trends in sex, age, heritage, or education with participation level?**

Beaumaris is a small, seaside town of about 2,000 residents. It relies mostly on commerce and tourism economically. It is near the larger city of Bangor, which has a higher population of about 17,000 residents. The general audience for the Beaumaris Festival are citizens of Beaumaris, and the surrounding city of Anglesey. Most of the audience members are over the age of 40, however there is a small segment of families that also participate. There is a fairly even balance between men and women audiencegoers, and most of the festival participants engage in events across the arts spectrum. The highest attended events by the most diverse group of audience members are the evening concerts, with the afternoon “Festival Talks” having the lowest attendance. Special engagements also attract a large number of people.

**What is the general culture of the organization and board? What local cultural elements or social values encourage participation? What leisure trends influence the organization? What popular culture elements influence the artistic offerings of the organization? How has the organization responded to the technology culture?**

The festival does not have a traditional board. There is a group of 8 people that have been involved in the festival since its inception that help make decisions regarding the festival; however, most of the decisions are made by the artistic director and festival administrator. The festival is influenced by the current demands on the classical music scene in the U.K. and brings in artists, such as the BBC Young Musician of the Year, and musical acts that are well known in Great Britain. Every year, there is a recital featuring Welsh music by a well-known Welsh baritone, and all of the programs and promotional materials are provided in English and Welsh to fully serve the population. The festival has been slow to respond to technology. Their website is fairly outdated and not updated very often. They do have a Facebook and Twitter, but like their website, they don’t see too much action. They mostly reach their audience by word of mouth, local marketing, and their reputation.

**SWOC Analysis:**

*Cultural Products-*

Strengths: The festival provides music and art in a fairly culturally devoid area. The great tradition of Welsh music is kept alive by a recital of all Welsh music, sung in Welsh, by a known Welsh baritone. They bring in local visual artists for a small, curated gallery every year and host a local craft fair in conjunction with the Festival as well.

Weaknesses- There are no glaringly weak areas in the cultural products offered. Programming is across the entire arts spectrum, including visual, performing, theater, and crafts. The performers are diverse as are the musical offerings.

Opportunities- This festival provides residents of the surrounding area an opportunity to engage in the arts that they would not normally have.

Challenges- Consistently providing varied programming that does not get repetitive and appeals to a broad range of interests.

*Place*:

Strengths- Everything in Beaumaris is centrally located and the venue that the festival is hosted at is easily accessible, with many people being able to walk there. The venue is large enough to accommodate both the larger performances and the visual arts gallery, keeping everything centralized in one place.

Weaknesses: Beaumaris is a very small, holiday town. By moving the festival to a larger city, their audience would increase.

Opportunity: Again, hosting this festival in this city allows for the residents to be exposed to arts programming that they do not ordinarily have.

Challenges: Reaching a larger audience in surrounding cities.

*Pricing*:

Strengths- Tickets are offered as either single tickets, day passes, or weeklong passes. This gives people many ways to participate in the festival based on either interest or financial limitations. As most of their income is tickets, having varied options for ticket purchases increases accessibility.

Weaknesses: Ticket sales are not done at the actual event, but beforehand. Providing and onsite opportunity at the event would certainly be beneficial.

Opportunity: There are no student tickets offered, and I think this would be the best way for them to expand their ticketing options. There is a university in Bangor with students that would probably be attracted to this. Also, as previously mentioned, tickets sold at the door.